

“God Love Everybody”

You can have the victories. What we'll remember are the quotes.

On January 8 more than a hundred reporters and friends stuffed a room in Manley Field House to hear Dick MacPherson explain why he would no longer coach Orange football players each fall—why, after 10 years at Syracuse, he had accepted the head coaching post with the NFL's lowly New England Patriots.

During a rambling, extemporaneous monologue of roughly an hour, Mac confessed and cajoled, reflected and reminisced, joked and then cried before a stunned audience that was visibly moved by the man's un-

abashed ingenuousness. That's how the MacPherson era ended, and that's how it should have ended: one final free-wheeling press conference to top all that preceded it.

By now sports pages have documented the coach's reasons for leaving—briefly, the lure of the NFL, Mac's native New England, and one last frontier before retirement. And they have reminded us of Mac's accomplishments on the field. Here we should be a little less brief: a 10-year record of 63-46-4, four straight bowl appearances, re-emergence in the national rankings, the National Coach of the Year awards, and specific moments like

1984's defeat of Nebraska and the two-point conversion that capped the undefeated 1987 season.

All that aside, we'll remember Dick MacPherson as a man of words—frank words, charming words, and, best of all, unlikely words.

In the grand scheme of things, it's probably not right that college football coaches are more widely recognizable than their chancellors. But in this case let's make an exception. Over the years Mac's enthusiastic attention to purpose while teaching young men, in his own words, to “run down the field, get happy, and kick the crap out of somebody” have been refreshing. Tell us again, Coach, what you thought of the game . . .

About Auburn coach Pat Dye's notorious decision to play for a tie in the 1988 Sugar Bowl: “I have no idea what he was thinking. If you find out, let me know.” *On another day:* “When Pat Dye is 11-0, ask him [why]. Maybe that's why he doesn't get to 11-0.”

The end of that game rankled Mac: “What happened at the end was out of my control. We don't play for ties at Syracuse.” *Later:* “This definitely leaves a bad taste in my mouth, a nasty taste.” *Ultimately, though, about the Sugar Bowl trophy he said:* “It's getting heavy, but they'll have to fight to take it away.”

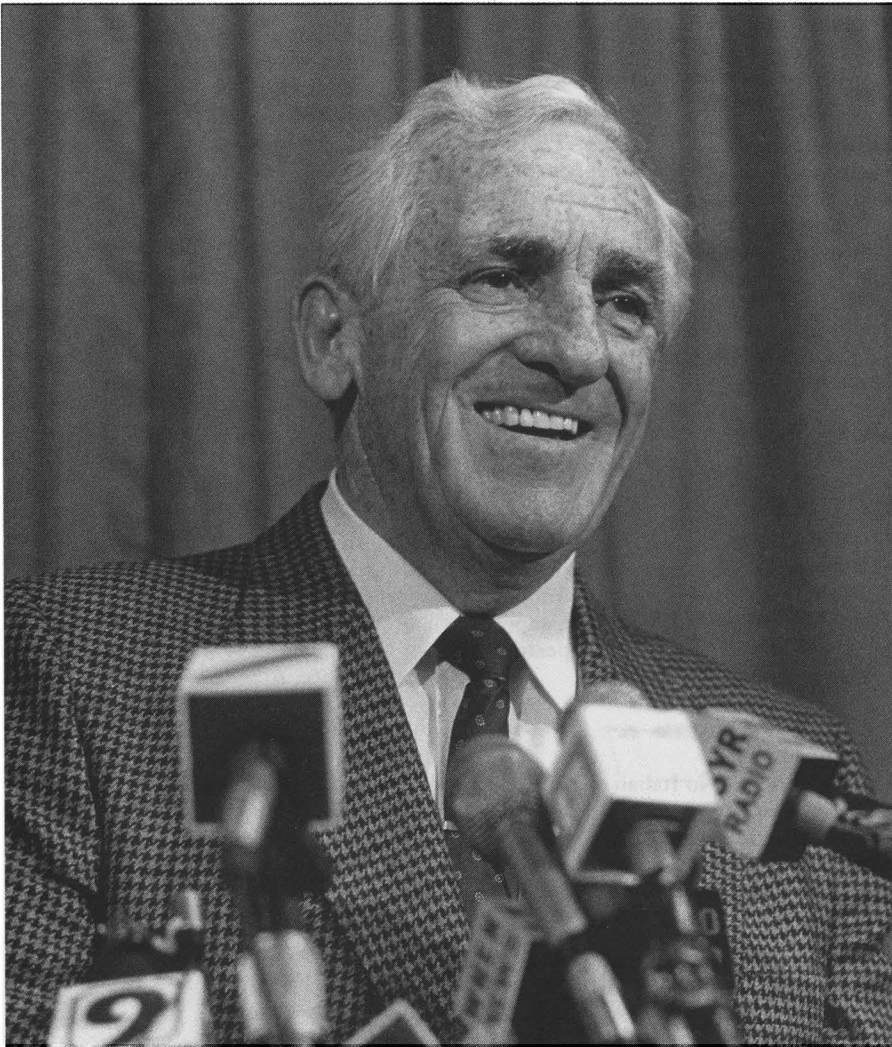
Upon breaking the 16-year losing streak against Penn State, in 1987: “God love everybody!” *Recently he reflected:* “What a great delight to have Penn State fans accuse Syracuse of running up the score.”

On the controversy surrounding bowl games and national championships: “If you go to a bowl, everyone has time to study for finals, lie in the sun, and have a good time. And the school has the opportunity to make some money. After the bowls everyone can argue about who's number one in the polls. It's beautiful.”

He said this while the Orange Bowl was scouting SU as a possible participant: “The Orange Bowl guys are sending me all these avocados and limes every week. But if we lose to Pitt, all my avocados are gone.”

This one's rated PG-13. “Football is like sex. When it's good, it's the greatest thing going. When it's bad, it's still better than anything else.”

BILL GANDINO



Dick MacPherson has gone to the NFL. As Mac himself would say, “The king is dead. Long live the king.”

STEVE PARKER



When the Orangemen won this year's Aloha Bowl—the team's fourth successive bowl appearance—they rewarded Coach Mac with a Gatorade shower.

On making the best of things, no matter your current talent level or record: "You gotta dance with the girl you brought."

On landing promising recruits: "I've been through enough of these dances in Maine on Saturday night. Shoot, you have a good intermission, and you have nobody to go home with at the end of the night."

And building a good team: "We want to be a substance football team with style, not style with substance. Isn't it amazing? All the great teams are accused of being boring."

About discipline: "I want you to know that midnight tonight is the curfew. The only problem is there are no damn coaches to stay up that long to check them."

On athletes as students: "About 90 percent of the kids on campus are all in the same boat. They're running around like hell, trying to get things done. They're scared. They're crying. And the football players are part of it, just like everybody else."

Faculty members may wish to skip this one: "Daryl Johnston came to us as the number-one kid in his class, out of 290. His mother, Ann, gave him to me, and I made a beer-drinking, woman-chasing, 2.6 student out of a class valedictorian." *Uh-oh.*

On the pressure to win: "I know where my money's coming from. . . . Pressure is people at General Motors or Crouse-Hinds who get laid off. That's pressure. What do I have to do? I have to call a play for a two-point conversion."

When his contract was extended in 1983, after three mediocre seasons: "It wasn't the Navy, Boston College, West Virginia wins that caused it. . . . From the record standpoint, I don't deserve it, but it shows some class on the part of the University."

Career decisions: "I want to coach as long as I can. My wife knows that I don't want to end up in Florida, going for a walk with her every night."

Why is he so optimistic? "When you come from a family of 12 during the Depression, with 14 mouths to feed, you better be that way. That's what caused it for me, and it's my total make-up."

About that background: "You can see that we're from a very poor background. . . . The only thing we didn't have is money."

To his brother, a priest, who had leaked news of Mac's departure from Syracuse: "Did you blow it? Yes, you did, and we knew you blew it. That's why I don't tell you secrets." *Then, to the press,* "How would you like to go to confession with this guy?"

Then came Mac's emotional farewell appearance at Manley: "I would hope my football team and everybody here would look upon my family and everybody here as givers and not takers." *Tears.* "If they remember us that way, we're in great shape. We fooled them if we haven't."

Same day, remembering the night he was hired: "I said this. All I want you people to understand is this: you might like me now, but

► **BASKETBALL STUDY.** The Michael Slive & Michael Glazier Sports Group, attorneys experienced with representing colleges and universities alleged to have committed National Collegiate Athletic Association (NCAA) violations, will be assisting SU general legal counsel Bond Schoeneck & King in conducting an inquiry into allegations of NCAA violations by the University's men's basketball program.



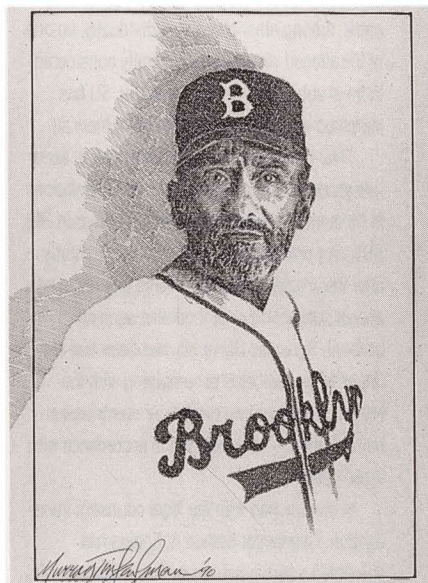
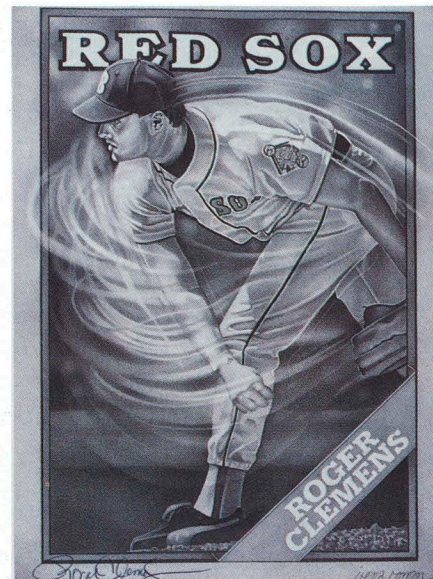
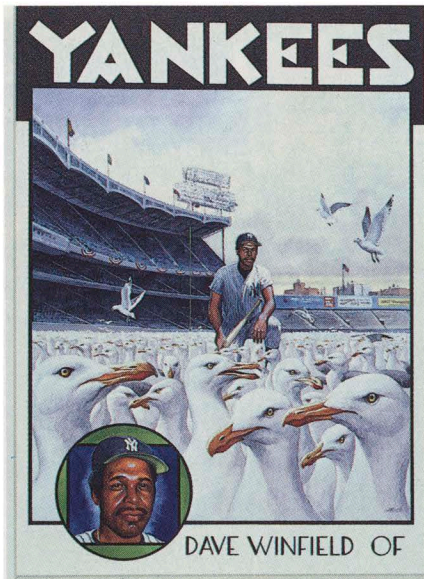
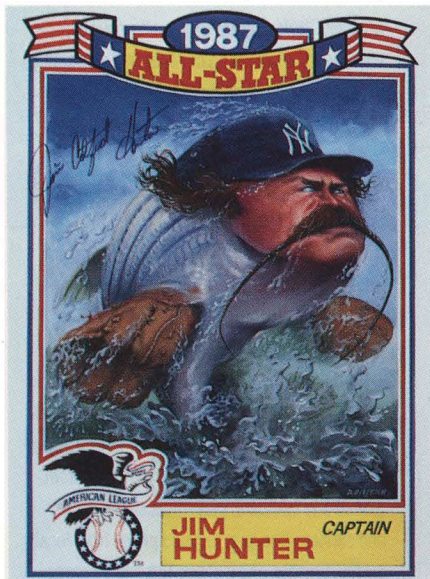
On December 20 and 21, 1990, the Syracuse *Post Standard* published a series of articles that charged SU's basketball program with NCAA violations: players receiving small payments from alumni and boosters, players receiving meals and services free or at reduced prices from local establishments, and a player receiving a grade change to make him eligible for a tournament game, among other charges. Individually, no one of the alleged violations is generally considered to be of substantial gravity. However, SU has launched a complete investigation of them all.

"The University wishes to obtain a full, accurate account of all allegations of NCAA violations in its men's basketball program," said Robert Hill, SU's vice president for public relations, shortly after the articles appeared. "It also intends to take appropriate action once it obtains such an account. Syracuse University has been and continues to be dedicated to complying with the NCAA bylaws, and we expect our men's basketball program to be conducted in accordance with those bylaws."

In conjunction with the legal counsel's investigation, Chancellor Melvin A. Eggers has appointed a committee led by David Bennett, history professor and chairman of the Athletic Policy Board, to receive information on behalf of the faculty during the inquiry. Members of the faculty committee are being drawn from the Athletic Policy Board and the University Senate Committee on Athletic Policy.

The University has informed the NCAA that it is conducting the inquiry and will, according to Hill, cooperate fully with the NCAA throughout the course of the process. Bond Schoeneck & King is expected to present its findings to Chancellor Eggers by the end of the spring semester.

Campus news provided in part by the SU Office of Public Relations. Contributors include Kerry Burns, Steve Chirello, Darryl Geddes, John Harvith, Sandi Mulconry, Carol Parlin, and Brenda Whiteman.



From a whim grew Murray Tinkelman's unique baseball card collection—interpretations, created by top illustrators, for which he trades. Shown are (left to right) "Jim Hunter," by Dennis Dittrich; "Dave Winfield," by John Rice; "Roger Clemens," by Irena Roman; and Tinkelman's self-portrait.

FACULTY CREATIVITY

All-Star Art

Murray Tinkelman isn't exactly playing in the big leagues. He's just dealing in them. Over the past year he traded several dozen baseball players—Bo Jackson, Rollie Fingers, and Jose Canseco, to name a few.

Tinkelman, an SU professor of illustration, trades baseball cards—not only the standard cards that come with bubble gum, but oversized, one-of-a-kind cards created by an all-star line-up of artists. The artists, all friends and associates of Tinkelman, trade the foot-tall cards they've made for a piece of Tinkelman's own work.

And that's only half of it. After Tinkelman receives a baseball card, he travels to card shows to have it autographed by the ball player who is depicted. "I like the conceptual closing of the ball player signing the piece," he says.

Altogether, Tinkelman has collected nearly 100 cards, which will become the subject of an exhibition this April at the Stamford Museum in Connecticut. He expects the exhibition to tour at least five years. It's booked into 1993, including an upcoming show at the Baseball Hall of Fame.

It all started more than a year ago, when Tinkelman, who grew up just four blocks from Ebbet's Field in Brooklyn, noticed a window display at a baseball-card store near his home. "It was nice and garish and flashy," he says. Tinkelman stopped in to look, to see if he might find inspiration in them for sports drawings he was working on. He walked out with an \$80 Pee Wee Reese card. "I thought I was nuts. I really felt I had slipped over the edge," Tinkelman says.

"Stupid little card in a nice plastic case."

But the card turned out to be a great inspiration. Not only did Tinkelman begin drawing oversized versions of baseball cards, he asked colleagues at SU to create renditions of cards, too. It snowballed from there.

Tinkelman rallied the creative services of SU faculty members, alumni, and students, as well as renowned illustrators and artists from across the country. "I contacted people whose work I respect," he says. One of the country's foremost portrait painters, Joseph Bowler, participated in the project, even though his pieces usually sell for no less than \$35,000. "I called him up and said, 'Hey, Joe. I'd like to make you an offer you could very easily refuse.' He didn't," says Tinkelman. Bowler's card is of George Brett.

Among the SU alumni who contributed to the collection are Lou Carbone G'89, a New Jersey-based illustrator who completed his master's thesis on the art and design of baseball cards; David DeVries '88, an illustrator whose work has appeared on the cover of D.C. Comics; Anna Francis G'88, a watercolorist who teaches illustration at the Silvermine Artists Guild in Connecticut; Joe Glisson G'84, a Syracuse-based political cartoonist; Bill Janocha '81, a cartoonist who works with Mort Walker (creator of Beetle Bailey); and Irena Roman G'87, an art teacher at the Massachusetts College of Art, whose drawing of Roger Clemens recently won a silver medal at the Los Angeles Art Directors Club.

Best of all, proceeds generated from the exhibitions of the show will benefit Special Olympics of Westchester and Putnam (New York) counties. "Everybody ends up feeling good about this," says Tinkelman. "We're having fun and making a difference."

—MARY ELLEN MENGUCI

suppose we go 5-6, 4-7, or 2-9—and I didn't realize I was being prophetic—or 1-10. Will you love me then? And the chairman of the board [of trustees], Mel Holm, says, 'Mac, we'll love you. We don't know where the hell you'll be coaching, but we'll love you.'"

Continuing, on grabbing a new brass ring: "[I'm] excited about each and every day I get up. . . . To be at my age, and still dream and still push is something I wish for everyone."

On January 9, the University introduced Dick MacPherson's successor, Paul Pasqualoni, previously the team's linebackers coach. This fall Pasqualoni will step up to the sidelines and inherit Mac's standards there. If he meets those standards—if the team wins gloriously or tries valiantly while losing—fans will be satisfied.

If Pasqualoni falls short of Mac's standards at the microphone, he can be forgiven.

—DANA L. COOKE

BRICKS & MORTAR

A Place to Hang

When senior Chandra Wachs strolls into the Ann and Alfred Goldstein Student Center on South Campus she usually has her laundry tucked under one arm and gym shoes under the other. She walks down to the first floor and, passing the cafeteria and the game room, she enters the laundry room. She tosses her clothes into one of the 30 new washers and heads for the fitness center, where she can work out on the Stairmasters or Nautilus equipment. After a while she checks on her laundry next door.

While Stacy Tsigotis, a graduate student, waits for her laundry, she prefers to nestle into the soft blue and mauve chairs in one of the alcoves outside of the laundry room. Behind Tsigotis, through the Goldstein Center's many windows, lay the entire University. "I like having a place to sit and read," she says. "The place where I did my laundry before was kind of like a dark cave."

Down the hall, past the video and pool room, lies the cafeteria. The aroma of the various entrées mingles with a whiff of orange trees that line the halls.

"My fridge didn't work the first few weeks I was here last year and I practically starved until I found people I knew," senior Anita Gerrish says. "So I'm really glad to have someplace to eat."

Now Gerrish can opt for the café-style

dining room or she can grab munchies upstairs at the store. There she can pick up everything from chips and magazines to fruit and vegetables. When she needs to study, she can go to the spacious study area, kept quiet away from the bustle of main campus.

The Goldstein Center was finished last August and named for Ann and Alfred Goldstein, long-time SU supporters who had made a \$2-million gift to the \$7-million center. Before the center opened, the 3,000 residents of South Campus traveled two miles to main campus to find a workout area, dining center, or health facility. Now they enjoy those services as well as the video and pool room, laundry room, bookstore, and meeting rooms. Future plans include the addition of basketball and squash courts and an indoor swimming pool.

Adding the student center has increased South Campus's popularity. "It's one of the reasons I came up here," says senior Tim Nichols, who, like Wachs, moved to South Campus after living off-campus.

Wachs appreciates the health-center facility in Goldstein. "It's really convenient that you don't have to go to main campus if you're sick," she says.

Because of Goldstein, many South Campus residents don't mind the distance to main campus. "I just love spending time up here," senior Judianne Nikstenas says. "There are enough activities now."

Tsigotis echoes the sentiments of South Campus students on their new treasure: "I hope nobody finds out about it."

—STEPHANIE ENGLISH

STEVE SARTORI



South Campus residents now benefit from the Goldstein Student Center, whose facilities include a fitness room.

► **EGGERS DINNER.** As this magazine went to press, plans were being made for a dinner honoring Melvin A. Eggers and celebrating his 20 years as chancellor of the University. It will be a black-tie affair in June at the Carrier Dome, hosted by the Board of Trustees.

Chris J. Witting, chairman of the board, said, "The trustees of Syracuse University look forward to honoring Melvin A. Eggers on the occasion of his 20th anniversary as chancellor. Our university has made major progress in all regards during his two decades of leadership."

Further information about the event will be included in the April alumni mailing. Or write to the Office of Special Events, 820 Comstock Avenue, Room 138, Syracuse, New York 13244.

► **IMPROVING EDUCATION.** Syracuse University is one of six universities that will share a \$5.9-million federal grant to study teaching and learning at the collegiate level and develop ways of improving the quality and effectiveness of undergraduate education.

The five-year grant from the U.S. Department of Education established the National Center on Postsecondary Learning, Teaching, and Assessment, housed at Pennsylvania State University. Vincent Tinto, an SU professor of education, will serve as co-director of the new center.

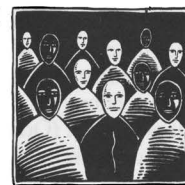
► **BLACK LEADERS.** Twenty state and local government officials from across the country participated in the National Forum for Black Public Administrators' Executive Leadership Institute, held at the Maxwell School in December.

The institute, held eight times a year at prominent schools of public administration, was established to increase the number of African-Americans serving in the positions of city and county manager and is designed to groom proven managers for the challenge of those roles.

► **ENROLLMENT UPDATE.** A total of 16,721 students—12,240 undergraduates and 4,481 graduate students—registered this fall on the main campus of Syracuse University.

About one-third of all SU undergraduates are from New York state. A growing number of students are from California, Florida, and the Southwest. International students hail from 95 countries.

The Class of 1994 boasts the highest number of minority students in the University's history, 520 or 18.1 percent. Nearly 85 percent of all new students are from the top quarter of their high school class, with SAT scores averaging 1100.



CAMPUS RAPE

Telling Secrets

Dr. Joan Gibson, a direct, thoughtful woman, has been director of the University RAPE Center (Rape, Advocacy, Prevention, and Education) since August. She combats what has become an insidious national dilemma—rape on campus. Hers is a multifaceted job that links administrators, students, security, faculty, and other staff members.

A 1988 national study showed that four of five campus rapes are committed by students. The “deranged stranger” myth is fading fast, and society is coming to recognize the date-rape phenomenon, on campuses and elsewhere. Gibson’s mission, as she sees it, is to articulate the seriousness of the problem and to re-educate the campus community.

Recently Gibson spoke about an important first step toward solving rape: bringing the problem into the open.

“We’re trying to increase the percentage of sexual assaults reported, and make the consequences to the assailant explicit, so that there is some deterrent,” she says. “Reporting is a way to empower the individual, to help her regain some of the control that was taken away.”

One alarming statistic suggests that as few as one in ten rapes are reported to authorities. Extrapolated, says Gibson, “that means if seven were reported, 70 rapes actually occurred on campus.” Delayed reports of weeks, months, and even years are not uncommon.

In a recent study, when asked why they didn’t report a rape, 27 percent of women interviewed said that rape is a personal matter. “This is a felony,” Gibson says emphatically. “It’s not a private matter because rapists rape again.” She adds, “Even if a victim chooses not to press charges, her report may help others who do choose to prosecute.”

The University RAPE Center and Gibson’s appointment are results of a task force convened by Chancellor Melvin A. Eggers in 1989. (Other recommendations, also implemented, included the installation of new security alarms around campus and an explicit University policy on rape and sexual assault.)

The center provides direct support to victims, education, and prevention.

Above all, Gibson encourages victims to report sexual assault. It’s not a simple matter. Society’s judgment often discourages victims from reporting. In one study, 82 percent of victims cited reasons they would not report, including a 12-percent segment who said they are afraid of harsh responses from insensitive law enforcers and others—responses that would make them victims of the system.

“Usually if a student comes forward, she wants to talk to someone, to understand what happened,” Gibson says. “The motivation is to break the silence. Healing comes from talking.”

With the help of student groups such as SCARED, Women for Women, and Man-to-Man, which offer support groups and rape-awareness workshops, Gibson is confident a broad segment of the campus population is being reached. “These groups attack different aspects of the same problem. We’re all heading in the right direction,” she says.

To encourage students to report an incident, Gibson or one of her volunteers is on call 24 hours a day, seven days a week. Like counselor/advocates in most rape-crisis centers, they talk the victim through the process.

“Victims need to be able to talk one-on-one before walking into a group,” she says. As the victim’s feelings of guilt and shame

lessen, Gibson encourages them to tell friends and relatives. Often, Gibson also makes that difficult first call to a parent.

If she chooses, the student then can seek sanctions against her alleged attacker. The University’s new rape policy helps ensure that charges will be appropriately judged in the University’s own judicial process. (Victims can file judicial complaints through Gibson’s office). Hearings take place within three or four weeks.

Also, she adds, “We are encouraging the student to file a complaint or charge simultaneously with the District Attorney’s office, so the University then is empowered to do something for the safety and mental well-being of the victim.”

Even when a rape victim delays her first call to the RAPE Center beyond the limits for criminal prosecution, at least the healing process is underway.

“Ultimately, it is the victims’ choice,” Gibson says. “But I want it to be an informed choice. I plant seeds and give them scenarios that don’t seem awful. Part of the pain in sexual assault is the holding of it, the secrecy of it.”

—THERESA LITZ

NEWHOUSE SCHOOL

Media-Conscious

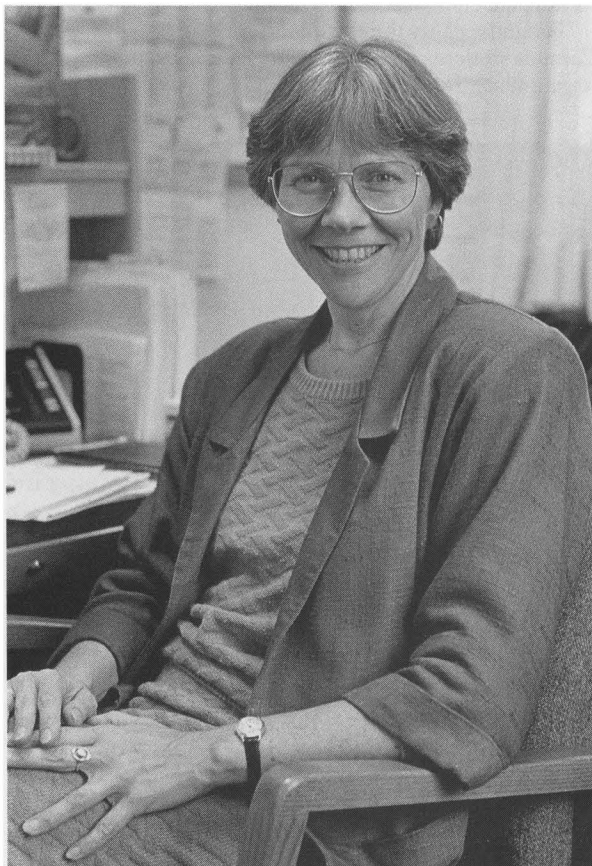
In late December we visited David Rubin, dean of the Newhouse School of Public Communications since July, seeking his sense of the school over which he presides.

Rubin came to Syracuse from New York University, where he had been a faculty member since 1971. He is a wiry and thoughtful-looking man (if he’s not a runner he should be), with a voice that’s deep and forceful enough to catch you by surprise. He is also a man who has given substantial consideration to the American media and its place in society. His answers to our questions, from which we offer a sampling below, were confident and profoundly contemplated.

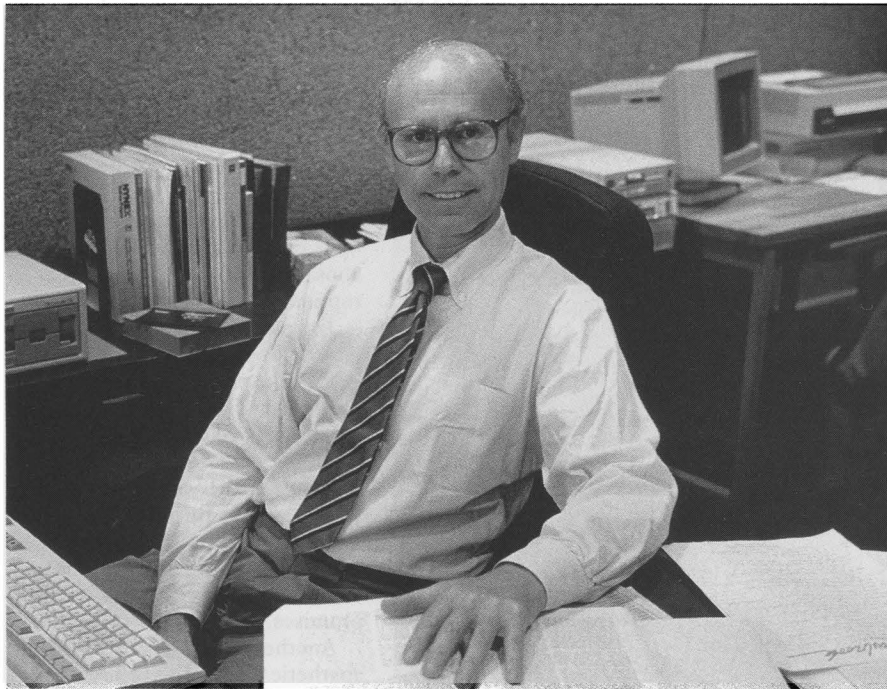
Describe the challenge of attracting teenagers to journalism as a potential career.

Two problems face us. One is the basic demographic problem. There are fewer high school students. So we are competing for a smaller pool of students. Second, journalism is not by any means the highest paying field, either long term or short. . . . And I think students recognize that the media won’t pay for talent. [The media] feel that they’ll get talent because of the excitement of working in the media. In my view that’s a mistake. I don’t think that journalism necessarily gets the best and the brightest high school or college students anymore. They often are siphoned off into law and business and until we start to pay better I don’t think that’s going to change.

When the Newhouse School was established, it



Joan Gibson directs SU’s new campus rape center.



David Rubin, new dean of the Newhouse School, envisions a school focused on skills in thinking.

benefited from instantaneous momentum. What changes do you face in maintaining that?

Equipment is expensive to keep up today and we're doing as well as we can. The University has invested in the school and the Newhouse Family Foundation continues to invest yearly in equipment. . . . My own view is that this school would be foolish to attempt to be state-of-the-art in all areas. You'd be throwing your money into equipment that would be outdated every three to five years. I also don't believe students learn what they really need to learn by pushing buttons. What students really need to learn is how to write, how to think, and what's happening in the world. That's the job of the University.

When you arrived, did you find the quality of the school consistent with its reputation?

When I told people in New York City I was going to take the job, they were not surprised that I would leave for this job. The reputation of the school in the media capital of the country is high. It remains high and I think the reputation around the country is high. . . . I'm really pleased at the number of faculty members here who are talented, committed, and working their hardest to make us the best. And I'm very impressed with the quality of the students. The students are bright. They can write. They're aggressive, demanding—sometimes overly so, but they're paying a lot of money and it's understandable. I am not in any way disappointed.

What's on your wish list for the school?

I want a curriculum which looks forward to the 21st century and which offers enough flexibility that we can begin to open up the Newhouse School to other parts of the Uni-

versity, so that management students, arts-and-sciences students, and others who are interested in communications-related issues can come and take lecture and seminar courses from us. . . . Second, I want to put together a strategic plan that will focus on non-classroom issues—the kinds of research that we want to do, the kinds of special programs we'd like to undertake—and prioritize them and then see what we can fund ourselves and what we will need to go outside to fund.

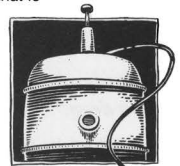
This past semester you taught a communications law class. Why would a beginning dean, who must face all sorts of administrative challenges, choose to set aside time to teach a class?

It's a way for the students at the Newhouse School to know their dean as something other than the dean. I wanted to get on the grapevine not as a dean but as a professor. I thought it was a much better way for me to meet the students. Second, my students give me a channel to what else is going on in the school. So when they come in during office hours, we talk about things and I can ask them, "What else are you taking? How's it going? What's SU like and are you happy?" That's not something I could easily do if I didn't have any students, because most students are reluctant to interact with the dean if they don't know anything about him. Third, Syracuse is rightly placing more emphasis on the quality of the undergraduate experience in the classroom. That being the case, deans ought to teach.

What have you learned from students that you otherwise might not learn from the faculty?

I learn things about professors whom they're in classes with. I learn things about the bureaucracy at Syracuse and how it

► **ALCOHOL CONTROLS.** As part of an alcohol-policy review, Greek chapter presidents and college administrators have voted to limit alcohol use in fraternity houses as a way to protect themselves from insurance liability. Beginning next fall, fraternities and sororities will be required to hire a licensed caterer, rent a facility that is licensed, or have guests bring their own if they wish to have alcohol at parties. This policy also ends the practice of bar fund-raisers.



"We want to get away from the 'Animal House' image most fraternities and sororities have," says Julia Green, president of Alpha Chi Omega and a member of the 11-member Alcohol Policy Review Committee.

► **SYRACRUISE.** More than 200 African-American and Hispanic alumni and friends convened last fall for CBT: Bahamas, a three-day cruise from Miami to Nassau, held November 9-12.

The event, sponsored by the Office of Program Development, was one in a series of reunions designed to bring African-American and Hispanic alumni closer to the University. The first Coming Back Together reunion was held at Syracuse in 1983. Subsequent on-campus reunions were held in 1986 and 1989, with a fourth scheduled for 1992.

► **BIGGER EAST.** The Big East sports conference voted in October to admit the University of Miami as its 10th member. Efforts to incorporate Miami in Big East sports schedules for upcoming seasons are underway.

The league is also investigating the creation of a football-only conference that would include the Big East's four Division 1-A football programs: Syracuse, Miami, Pittsburgh, and Boston College. Because the NCAA requires that conferences consist of no fewer than six teams, at least two additional teams will be invited to join the Big East representatives. Teams under consideration include Rutgers, Temple, West Virginia, and Virginia Tech.

► **REMEMBERING CLARK.** Retired SU journalism school dean Wesley C. Clark died December 19 in Skaneateles, New York. He was 83.

Clark came to Syracuse in 1941 as an assistant professor in the School of Journalism. In 1943, he went to Washington, D.C., to serve with the War Shipping Administration and later the Department of the Interior. Clark returned to SU in 1947 as special assistant to the chancellor. He was named associate dean of the School of Journalism in 1950, and became dean in 1952. He retired from the journalism school—by then the Newhouse School—in 1973.

treats them—the registrar's office, the bursar's office. Life in the dorms. Their reactions to the city. The weather. The social life. Marshall Street and drinking.

That kind of understanding is essential to a dean?

For the kinds of things we discuss as deans—issues like retention, recruitment—I have to know these things. How else would I know what students think of the place unless I talk to students? The only other way is to take it on faith from other adults who are paraded in front of me to tell me what it is they think that students think. I'd much rather hear it from students.

What most surprised you about Syracuse?

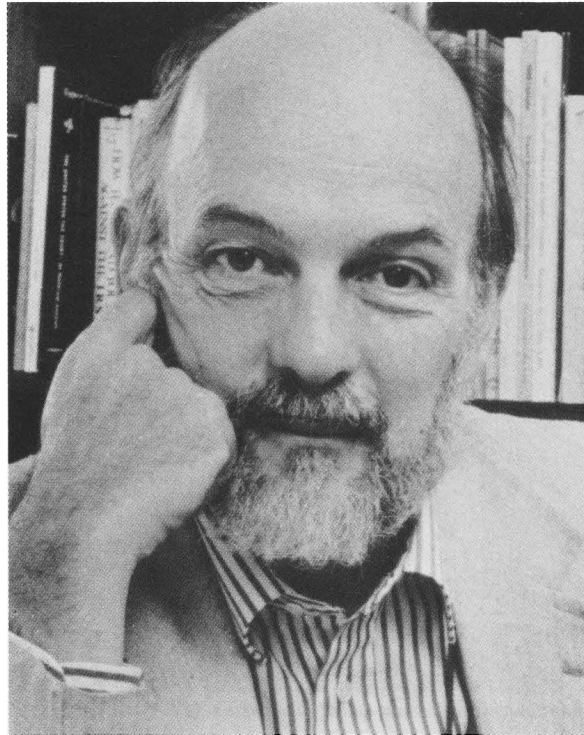
The weather is much better than I was led to believe. I think Syracuse people secretly like it that they have what they believe is bad weather. They talk about it so much and write about it so much and are so proud of their listing as the snowiest city of size in America that my wife and I were prepared never to see the sun.

Have you met many of the Newhouse School's alumni? Do they speak well of the school?

Most alumni are very proud of the school—happy to be graduates of it. Here and there you run into alumni who were here when it was a much smaller place. They are a bit dismayed about its size. I'm sympathetic with that. One of my hopes is to down-size the school and with [the Admission Office's] support so far we're doing that. . . . But overall the alumni tell me they know this is a top-10 school and they want it to stay there. They're proud that it is.

What message do you have for them?

We need their support. We need them, if they're in the media, to continue to hire Newhouse people and to keep the Newhouse network strong. We need them to provide internships for our students. We need them to be willing to come back and guest-speak. And at some point we need them to contribute financially to the school. The alumni of this institution need to realize that the endowment is not as large as it needs to be. When we come around with requests on specific projects, we hope they will respond. My goal as dean is to let them hear more from me about the school before we come asking for money. —DANA L. COOKE



Research professor David Burnham took on the IRS.

FACULTY RESEARCH

The Taxman Cometh

Shortly after David Burnham's highly critical book on the Internal Revenue Service appeared last spring, the author joined IRS Commissioner Fred T. Goldberg Jr. on *Nightline*.

Instead of challenging him, Goldberg paid homage to Burnham, saying that the book "is causing us to look at the most important question in our system right now. And the most important question is how can we make it fair for the American citizen? How can we make it as easy as possible on the American citizen?"

Those words on an April 13, 1990, broadcast must have caused more than a few Americans to look up from a clutter of tax forms and snicker. For as Burnham's book, *A Law Unto Itself: Power, Politics and the IRS*, documents, every year taxpayers face an enormous bureaucracy that is often unfair and complex. Getting to Goldberg's goal, according to Burnham, will not be easy.

Burnham, for 15 years a reporter at the *New York Times*, is now an associate research professor at SU's Newhouse School of Public Communications. In writing this groundbreaking account of how the IRS actually works, he drew on government documents (both public and leaked), court records, Congressional hearings, and interviews with IRS officials, taxpayers, watchdogs, and whistle-blowers. He made creative use of IRS computer data, obtained through the Freedom of Information Act.

While he acknowledges the IRS does

some things well—it manages to process 194 million tax returns a year, extracting about one trillion dollars from the American people—Burnham spends much of the book documenting case after case of abuse, error, inefficiency, and corruption.

Despite this dismal record, Burnham believes major reform is unlikely. First, he perceives that Americans tend to have a naïve faith that their institutions are well run. "Of course, often they are not. This leads us to be insufficiently cautious in dealing with them," Burnham says. He urges Americans "to hold bureaucracies up to their own rhetoric and make them live up to their promises."

Another reason that taxpayers are apathetic toward IRS reforms is that many view the agency as a source of refund checks and not what it is: a massive withholding machine.

Burnham scoffs at the IRS's description of the tax system as a wonderful example of "voluntary compliance." In fact, about 80 percent of all tax dollars paid annually are withheld from paychecks.

A further obstacle to IRS reform, Burnham says, is his old employer, the national press, which fails to cover the IRS as a regular beat. While the media may cover the writing of the tax laws, Burnham faults them for ignoring how the laws are actually administered. He challenges the press "to take a hard-nosed look at what government is doing, not just what it is saying."

But Burnham places most of the blame on Congress. Why? First, the process of writing tax loopholes into the code produces campaign funds from generous PACs. Although just 10 percent of the membership writes the tax laws, they receive about 25 percent of all PAC money.

Second, says Burnham, "Legislators are scared to death about upsetting the flow of revenues." They don't want to tamper with the system that keeps government in business. Finally, members are justly afraid of IRS retaliation. He documents the long and sordid history of IRS audits and harassment of reform-minded public officials.

Burnham says fear of retaliation surfaced in nearly every one of the thousands of interviews and conversations during the four years he spent on *A Law Unto Itself*. Over and over again, he was told, "I sure hope you have a good accountant."

Even Burnham's wife jokingly asked Goldberg after the *Nightline* appearance whether their own income tax returns would be audited. Joining in the spirit of the moment, he rolled his eyes and smiled. "God



What happens to the neighborhood when too many signs like this start going up?

COMMUNITY RELATIONS

Good Neighbors

SU cheerleaders twisted into handstands. The Sour Citrus Society played and the mascot strutted. Local media personalities shared the sidelines with coach Jim Boeheim and the 1990-91 basketball squad. It was mid-November and a public intrasquad scrimmage was about to begin at Manley Field House.

But before anyone took the court, the announcer read a recent statement by Chancellor Melvin A. Eggers about SU's commitment to its immediate neighbors: "We at the University have a stake in helping our neighborhood remain a thriving and attractive home for people of all ages, backgrounds, interests, races, and religions. We plan to work closely with the UNPA [United Neighborhood Preservation Association] and other community groups to assist them in their efforts to preserve the character of the University neighborhoods."

Outside Manley, just across Lancaster Avenue, lay many of the modest wood-frame dwellings that make up that neighborhood. It's experiencing critical, though not always obvious, change. Perhaps the only hint of it is the "For Sale" signs that appear on front lawns daily—the increasing number of private homes that are becoming rental properties available for student residency. The competition for property by private owner/occupants is a growing concern east of Comstock Avenue.

Neighbors maintain that a reasonable balance between rental and owner-occupied residences is vital, because a good mix of students and homeowners creates a syner-

gistic atmosphere. This interaction enriches lives. It gives students a sense of belonging. And, by extension, neighbors feel more connected with the University.

The UNPA's goal is to establish a fund to loan potential owner/occupants the cash necessary to make them viable competitors for University-area homes. The goal of the basketball scrimmage, which attracted more than 1,000 people to Manley on a blustery Sunday afternoon, was to raise money for this fund.

"Asking for money is difficult," Grace Flusche, president of the UNPA, emphasizes. "Even though we realized \$5,000 from the scrimmage, which is fantastic, the reality is that we need a quarter of a million dollars. There are houses right now that would need a subsidy of \$15,000 to \$20,000 to be sure that they go to owner/occupants."

As a co-sponsor of the scrimmage, the University covered the production costs; all proceeds went to the UNPA fund. This was the first time SU sponsored an event of this kind, but not the first time SU attempted to cooperate with neighborhood groups. Steve Chirello, SU's director of community relations, attends local forums, meets with individual neighbors, and acts as a physical presence for neighbors to call with concerns. "The University realizes its impact on the surrounding neighborhood," Chirello says. "It's in our best interest to work with groups like this, groups that preserve the 'vestiges of owner/occupancy.'"

"A good student-and-faculty mix is important because the neighborhood is such a diverse, vibrant mix of cultures and people from all over the country and the world," Chirello explains. Faculty members and students living in close proximity to one another can extend the sense of community

► **GRANTS REPORT.** Several SU departments and programs have received substantial grants recently to support their efforts.

- A \$280,000 grant from the W.M. Keck Foundation has elevated SU's two-year-old Center for Molecular Electronics into the vanguard of international molecular electronics research. The grant will be used to purchase specialized equipment needed to advance the center's research. According to center director Robert Birge, SU's facilities are now unmatched internationally.

- The College of Nursing received a \$90,000 grant to enhance its learning resource center and two \$40,000 grants to establish distance learning-resource centers for graduate nursing students in the Southern Tier, in Waverly and Elmira, New York. All funds came from the New York State Education Department.

- Thanks to a \$60,000 grant from the Xerox Corporation, SU's Writing Program will begin to integrate writing systematically into other disciplines. The grant will fund a three-year interdisciplinary project that incorporates writing instruction into other curricula and schools, where improved writing skills can enhance student learning and professional development.

- The New York State Energy Research and Development Authority has provided \$300,000 in petroleum overcharge funds to SU for the development of improved hydrogen storage systems for use in motor vehicles. The monies will support a three-year research project conducted by SU's Laboratory for Advanced Storage Systems of Hydrogen.

► **REMEMBRANCE SCHOLARS.** The first of Syracuse University's Remembrance Scholarships, in memory of the 35 SU students who died in the 1988 bombing of Pan Am Flight 103, were awarded in a ceremony at Hendricks Chapel in December.

Funded by a \$3-million endowment, the 35 scholarships of \$5,000 each were granted by a panel of teachers and administrators on the basis of academic excellence, community involvement, personal interview, and an essay written by each candidate.

The scholarships are considered one the highest accolades an SU student can receive.

"This scholarship comes with a holy obligation," Gerardine Clark, associate professor of drama, told recipients at the ceremony. "It is an obligation to your parents, to your school, to those students remembered in these scholarships, and of course to yourselves . . . to realize all your precious potential. We know how fragile life can be."



beyond the boundaries of campus, "which adds another dimension to their on-campus experience," Chirello says.

"We are working along with the UNPA to propose zoning changes to designate and preserve areas of the city as 'special interest neighborhoods,'" says Chirello. These actions are a direct result of meetings between the City of Syracuse, the University, and its neighbors during the past year and a half.

"We're not anti-student," Flusche says. "We want friendly and cooperative relationships with students in our neighborhood."

Flusche speaks of mutual respect and neighborhood diversity. "Students are delightful. . . . Families in the neighborhood exchange phone numbers with students. We help them out while they are away during holidays with mail and shoveling the snow. These relationships help students to feel connected with the neighborhood."

The crowd at the basketball scrimmage epitomized the mix: students, faculty and staff members, and neighborhood adults and children working and enjoying the event together. "You can see," Flusche says, "when it works, it's wonderful."

—MARY DEMETRICK

FACULTY AFTER HOURS

Puppy Love

During the work week, Cynthia Hirtzel teaches SU students about polymers, ceramics, mathematical components, and computer simulations. Her own research includes colloidal phenomena, adsorption problems, and engineering systems—stuff like that. She is the new chair of the chemical engineering and materials science department, and hers is a measured world, full of formulas, detailed plans, and exactness.

Hirtzel's spare time is altogether different. On the weekends, she practices a less exact science that is only beginning to receive attention for its effectiveness: pet-assisted therapy. Hirtzel, an animal lover, brings her cats to area nursing homes simply to enhance the quality of life for the residents.

"I'm sharing some of the joy and happiness that my animals give me," she says. "I know it improves the quality of the residents' lives. I have absolutely no doubt about that. It shows in their smiles and the happiness of their voices. I know that being in a nursing home can be a very unhappy experience and this makes a break in that."

Hirtzel is one Central New York's leading practitioners of this form of therapy, which relies on the mutually beneficial human-animal bond. Researchers have



On the weekend, chemical engineer Cynthia Hirtzel conducts "pet-assisted therapy"—introducing animals to the residents of local area nursing homes for their enrichment.

proven that this bond can positively affect and benefit emotional and, as a result, physical well-being.

In some cases, animals are the only stimuli to which residents respond. "It's incredible," she says, "to watch someone whose face is really vacant and all of sudden they stroke this cat, or the dog does something funny . . . and you'll see this vacant face smile." Many of the residents are former pet owners and Visiting with Pets gives them the opportunity to reminisce about their own animals, she adds.

Hirtzel began the Visiting with Pets Program in Syracuse three years ago, and now, with the assistance of a few regular volunteers, she visits four different centers. Two nursing homes remain on a waiting list until Hirtzel can drum up more volunteers. Since its start-up, she hasn't missed a visit. Many of the residents now consider this digression a high point in their week.

"Typically," she says, "the patients will gather in the activities room before we come and you'll hear them as you're coming down the hall. 'Oh, here they come. Here they come!' And the animals like it a lot. The dogs like it. You can let them off the leash and they know where they are going. They just love the attention."

Hirtzel and her volunteers have brought everything from cocker spaniels and labrador retrievers to bunnies and baby goats on their visits. "The human-animal bond is really special," she says. "With animals, affection and love is unconditional. There is no hidden agenda. You pet an an-

imal, you stroke an animal. They sit in your lap and they are not judgmental. They are not telling you that you're old and ugly or stupid. They just love you."

—MARY ELLEN MENGUCI

EXTRACURRICULARS

The Sitcom Club

While others sleep in on this Sunday morning, two dozen or more Syracuse students bustle around the cramped quarters of UUTV. They bring in props, make last-minute changes to the script, and whisper lines to themselves. Finally, the floor director yells, "Quiet on the set! . . . Tape is rolling." Team Bobo is in action.

Uncle Bobo's World of Fun is the latest program to join the line-up at University Union Television, an SU-based station run entirely by students. As dramatic art, *Uncle Bobo* falls somewhere between *Saturday Night Live* and *Married . . . With Children*—the sort of raucous satire for which college students are famous (or infamous, depending on your tastes). Bobo is a loud, slovenly fellow who becomes, through a quirk of fate, the popular host of a children's TV show, even though he hates kids. A womanizing, beer-guzzling, junk-food fiend, Bobo has nothing but bad advice for the tykes. Other characters include the shallow, partying owner of the mythical station that produces Bobo's show, "Texas" Bob Stone; and Bobo's loyal singing sidekick, Marty the Fish Boy.

Uncle Bobo would never be mistaken for PBS.

But its mere existence is remarkable, requiring the efforts of 30 dedicated students. They devote hours to group meetings, casting, taping, and editing. Each episode's 40-page script is written by the cast. "Whenever I'm not sleeping, I'm working on *Bobo*," says junior Matthew Berry, who plays the show's anal-retentive program director.

Whereas student radio stations abound, the complexity and expense of television make stations like UUTV a rare bird. It began as University Union Video in 1971 and was transformed several times until it became UUTV in 1985. It has gained much attention as one of the few student-run TV stations in the country. "Other schools consider UUTV a powerhouse among college TV stations," says senior Tom McAndrew, who was general manager of UUTV last semester.

Since 1987, McAndrew has seen the number of students involved with UUTV increase from 50 to 300. The station encourages new shows and it now produces 12, ranging from *Sports Rap* to the morning show *Sun Up*. UUTV also produces a half-hour newscast five nights a week.

Uncle Bobo's World of Fun was conceived by a team of Newhouse television production students as a class project. Brief versions of the show—pilots, in essence—earned highest-ever ratings among students

in that class. When Hollywood director (and SU alumnus) Alan Rafkin visited campus last fall, he critiqued *Bobo*. "There's a real spirit to the show," he told Berry. "It's different." Encouraged by his comments, Team Bobo decided to double the number of episodes this spring.

While UUTV students benefit directly from their experience on the show, they also hope that someone is watching. The newscast and seven other shows may be seen in the city, via cable TV. Unfortunately, viewership on campus is spotty, depending on the availability of the set in the dorm lounge. But now the University Network of College Broadcasters (U-NET) is considering showing *Uncle Bobo* across college campuses nationwide. The network already broadcasts UUTV's sketch comedy *Null and Void*, which is sent via satellite to 150 campuses each week. "I go to conferences and people recognize me from *Void*," McAndrew says.

McAndrew and Berry believe that many students interested in television come to Syracuse because of UUTV. "UUTV is the best thing on campus," Berry says. "We're getting to do stuff we won't get to do in the real world for quite a while."

—STEPHANIE ENGLISH



It looks like fun, but producing an episode of UUTV's Uncle Bobo is serious business for a small clutch of very committed students.

► **PROJECT LEGAL.** To celebrate the bicentennial of the ratification of the Bill of Rights, Jim Carroll, director of the Maxwell School's Project LEGAL (Law-related Education: Goals for American Leadership), will conduct a forum series this May that focuses on First Amendment freedoms.

The series is one of several projects Carroll undertakes each year as part of Project LEGAL, a national program that he created 15 years ago in an attempt to increase elementary and secondary school students' analytical skills and knowledge of law-related issues. As part of the program, Carroll, a former high school American history teacher, trains history teachers across the country on the Project LEGAL curriculum, a comprehensive study program that covers such issues as freedom of speech, freedom of the press, due process, and equal protection.

In the last year, Carroll has traveled to schools in Alaska, Colorado, and New York City. In the fall, Ralph Ketcham, professor of public affairs, conducted Project LEGAL training in Budapest, Hungary.

► **LUBIN HOUSE EVENTS.** A series of lectures and cocktail receptions with esteemed guests began at Lubin House last fall, the result of efforts of 12 New York City alumni who form the Lubin House Program Committee.

The season kicked off with a program by NBC Nightly News senior correspondent John Chancellor. The following program was an all-Syracuse sports panel comprised of Marv Albert '63, Len Berman '68, Bob Costas '74, Oren Stevens '60, and Dick Stockton '64.

Programs planned for the spring include an evening with the comedy/acting/writing team of Jerry Stiller '50 and Anne Meara, and a Syracuse University Press party for Daniel Yankelovich, author of *Coming to Public Judgment*. For information call 212-826-0320.

► **INCOMING CALLS.** Syracuse University will be the first institution in the nation to test a new computerized phone system that provides information about incoming calls, including emergency calls. By August, emergency dispatchers at SU will know the origin of a telephone call without the caller uttering a single word.

The system, called Compucall, is a joint venture of IBM, Northern Telecom, and NYNEX. It will operate until at least the end of the calendar year before being evaluated.

Each campus phone number will be linked to computerized files containing detailed information, such as the phone's location, the quickest route to it, and whether individuals with physical or medical limitations may live there.

